



REQUEST FOR PROPOSAL

Title: Town of Blacksburg Internet Web Site Redesign

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TOWN OF BLACKSBURG, VIRGINIA
Request for Proposal for Non Professional Services

RFP Number: 731-06	Title: Web Site Redesign
Issue Date: February 13, 2006	Pages: Page 3 of 14
Proposal Receipt Date and Time: March 7, 2006 3:00 PM Local Prevailing Time	Last Date for Written Questions: February 24, 2006
	Date addenda (if any) to be posted on Town Web Site February 28, 2006

I. INSTRUCTIONS TO OFFERORS

1. **Proposal Receipt:** Proposals must be delivered to the Town of Blacksburg, Purchasing Agent, 141 Jackson Street (Old Town Hall) Blacksburg, VA, 24060 by the above proposal receipt date and time in a sealed envelope or package. The envelope should clearly show the proposal number and due time/date. Proposals received after the above time and/or date will be returned to the offeror unopened. Submit five copies of your proposal as well as one electronic copy.
2. **Proposal Opening:** As this is a Request for Proposal, all responses shall be opened in private with no information being released until after the negotiation PROCESS. A selection Committee will be established to review and evaluate all responses.
3. **Evaluation:** Once proposals have been evaluated, selection of at least three offerors shall be made on the basis of the factors as stated in this Request for Proposal. Interviews/negotiations shall then be conducted with those firms until one firm is selected. If a contract can be satisfactorily negotiated at a fair and reasonable price, then an award shall be made to that offeror. If one proposal is deemed to be clearly more qualified and suited to the Town's needs prior to the interview process, then a contract will be negotiated with that offeror.
4. **Memorandum of Understanding:** During the contract negotiation, a more defined scope of work or refined specifications may be developed. These shall be known as a memorandum of understanding (MOU) and shall contain any agreed upon negotiation points. This memorandum shall then become part of the contract documents.
5. **Release of Information:** No information regarding the identity of the offerors nor the contents of the proposals shall be released until after the negotiation process. If your proposal contains information of a proprietary nature, the information must be noted and an explanation submitted on separate cover.
6. **Addenda:** If any offeror has questions about the Request for Proposal, the offeror should notify, in writing, the Purchasing Agent at bpreas@blacksburg.gov by the date as stated in this proposal package. The Town will answer questions in writing and post such as addenda on the Town's web site at www.blacksburg.gov/bid.php.
7. **Funding:** Should funding not be available for subsequent years and this purchase is of a term contract nature, then any contract entered by the Town shall be declared null and void.
8. **Equals:** Any reference to the name of a certain brand, make or manufacturer is used only to convey general style, type, character, and quality of the article desired. It is not intended to restrict offerors to the specific brand name; however, it will be the offeror's responsibility to prove their product as equal.
9. **Acceptance of Proposals:** Proposals submitted shall be binding for ninety (90) calendar days following the proposal opening date, unless extended by mutual consent of all parties.
10. **Award/Protest of Award:** Any offeror desiring to protest the award or decision to award this contract shall submit such protest in writing to the Purchasing Agent within ten days after public notice of award or the announcement of the decision to award, whichever occurs first. Public Notice of the award and/or decision to award shall be posted on the bulletin board in the Purchasing Office.
11. **Contractual Claims:** All claims which may arise under this contract shall be resolved through the procedure set forth in Blacksburg Town Code section 16-506 Contractual Disputes.
12. **Timeliness:** Completion/Delivery Time is of the essence. Offeror must comply with time frames as specified in the Request for Proposal unless different time frames are negotiated prior to Award. Failure to meet Delivery Schedules and Completion Time frames may be grounds for disqualification.
13. **Tax Exempt Status:** The Town of Blacksburg is exempt from State Sales Tax and Federal Excise Tax. Tax Exemption Certificate shall be furnished upon request. The Town's Federal Tax ID Number is 54-6001146.
14. **Material:** All material being offered shall be new, current model year, in first class condition and include containers suitable

for shipment and storage, unless otherwise indicated in solicitation.

15. **Contractual Documents:** The contract entered into by the parties shall consist of the request for Proposal, the standard conditions, special terms and conditions, the scope of work, the proposal submitted by the Offeror, the memorandum of understanding, the Town of Blacksburg's Contract and/or Purchase order, any change orders issued, addenda, all of which may be referred to as the contract documents. In the event of conflict, the Town's Request for Proposal, Standard Conditions, Special terms and conditions, Scope of Work and this Agreement shall control.

Bonnie B. Preas, CPPO, C.P.M.
Purchasing Agent
bpreas@blacksburg.gov

THE UNDERSIGNED ACKNOWLEDGES THAT BY THE SIGNATURE OF THE FORM, OFFEROR AGREES TO COMPLY WITH ALL INSTRUCTIONS TO OFFERORS, TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL AND IS DULY AUTHORIZED TO SIGN FOR OFFEROR COMPANY.

COMPANY_____

AUTHORIZED SIGNATURE_____

TITLE_____DATE_____

II. GENERAL TERMS & CONDITIONS

- 1. QUALIFICATIONS:** The Offerors shall provide the names, addresses, e-mail addresses and telephone numbers of firms or government agencies for whom a similar type of work has been performed.

The Town of Blacksburg will consider, in determining the qualifications of a offeror, his record in performance of any contracts for the services into which he may have entered with the Town or with other public bodies or corporations; and, the Town of Blacksburg expressly reserves the right to reject the proposal of such offeror, if such record discloses that said offeror, in the opinion of the Town, has not properly performed such contracts or has habitually and without just cause neglected the payment of bills, or has otherwise disregarded his obligations to subcontractors, suppliers or employees.

The Town of Blacksburg will make an investigation as to the ability of the offeror to perform the work. The Town of Blacksburg reserves the right to reject any proposal, if the evidence submitted by, or investigation of offeror, fails to satisfy the Town that such offeror is properly qualified by experience and financial status to carry out the obligations of the contract and to complete the work contemplated therein. Conditional proposals will not be accepted.

The Town reserves the right to inspect offeror's facility, PRIOR TO AWARD, to satisfy questions regarding the offeror's capabilities.

- 2. OWNERSHIP OF MATERIAL:** Ownership of all information, materials and documentation originated and prepared for the Town of Blacksburg in conjunction with this proposal shall belong exclusively to the Town.

- 3. LAWS AND REGULATIONS:** The Contractor shall give all notices and comply with all laws, ordinances, regulations, and lawful orders of any public authority bearing on the performance of the work.

The contract and all other contracts and subcontracts are subject to the provisions of Articles 3 and 5, Chapter 4, Title 40.1, Code of Virginia (1950), as amended, relating to labor unions and the "right to work", and all Contractors and Subcontractors, whether residents or nonresidents of the Commonwealth, who perform any work related to this project shall comply with all of the said provisions.

The Contractor shall furnish the Town copies of affidavits upon request giving the original dates, renewal dates and expiration dates of all labor contracts related to any phase of the work to be performed on the project site under this contract, if applicable.

The provisions of all regulations governing safety as adopted by the Safety Codes Commission of the Commonwealth of Virginia, issued by the Department of Labor and Industry under Title 40.1 of the Code of Virginia (1950), as amended, shall apply to all work under this contract.

- 4. AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this Contract for five (5) years after final payment, or until audited by the Town of Blacksburg, whichever is sooner. The Town, its authorized agents, and/or State auditors shall have full access to and the right to examine any of the said materials during said period.

- 5. SUBCONTRACTS:** Upon request, the Contractor shall provide the names and addresses of all major suppliers and subcontractors to the Town of Blacksburg.

- 6. SUBCONTRACTOR PAYMENT REQUIREMENT:**

For any contract with a nongovernmental, privately owned enterprise, for goods or services, the contract shall include:

a payment clause which obligates the contractor to take one of the two following actions within seven days after receipt of amount paid to the contractor by the Town for work performed by the subcontractor under that contract:

Pay the subcontractor for the proportionate share of the total payment received from the Town attributable to the work performed by the subcontractor under that contract, or:

Notify the Town and subcontractor, in writing, of his intention to withhold all or a part of the subcontractor's payment with the reason for nonpayment.

A payment clause that requires (I) individual contractors to provide their social security numbers and (ii) proprietorships, partnerships, and corporations to provide their federal employer identification numbers.

An interest clause that obligates the contractor to pay interest to the subcontractor on all amounts owed by the contractor that remain unpaid after seven days following receipt by the contractor of payment from the Town for work performed by the subcontractor under that contract, except for amounts withheld as allowed above.

An interest rate clause stating, “Unless otherwise provided under the terms of this contract, interest shall accrue at the rate of one percent per month.

The contractor shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor.

7. **PROPRIETARY INFORMATION OR TRADE SECRETS:** Offerors may invoke proprietary information or trade secret protection prior to or at submission of the data or material by: (1) Identifying the data or material in a written description, (2) Clearly marking the data or material as proprietary and (3) Providing a written statement detailing the reasons protection is necessary. The Town reserves the right to ask for additional clarification prior to establishing protection.
8. **CHANGES, ADDITIONS, DELETIONS:** No changes, additions, deletions or substitutions of specifications, terms and conditions, quantity, unit of issue, delivery date, delivery charges, or price will be permitted without the prior written approval from the Purchasing Office of the Town of Blacksburg
9. **PRICING ERRORS:** In case of an error in price extension, the firm fixed unit price shall govern.
10. **QUANTITIES:** The Town does not guarantee any minimum or maximum quantities. Quantities as specified are approximate and are prepared for the solicitation. The exact quantities shall be stated at time of order placement.
11. **DELIVERY:** Proposals must show number of days required to complete the project. Failure to state delivery time obligates Offeror to complete delivery within the specified time frame. This information should be stated even though a delivery date/schedule is contained in the solicitation. Unrealistically short or long delivery promised may cause proposal to be disregarded. Consistent failure to meet delivery promised without valid reason shall constitute a default and may cause removal from proposal list. All deliveries shall FOB destination, inside delivery unless otherwise stated.
12. **ANTI-TRUST:** By entering into a contract the Offeror conveys, sells, assigns, and transfers to the Town of Blacksburg all rights, title and interest in and to all causes of the action it may now have or hereafter acquire under the antitrust laws of the United States and the commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Town of Blacksburg under the contract.
13. **LICENSE REQUIREMENT:** All firms having a business location or office in the Town of Blacksburg are required to be licensed in accordance with the Town’s “Business, Professional and Occupational Licensing (BPOL) Tax” Ordinance and the BPOL license number must be indicated on the proposal form. Wholesale and retail merchants without a business location in the Town are exempt from this requirement. Questions concerning the BPOL tax should be directed to the Finance Department, telephone number (540)961-1108.
14. **MULTIPLE AWARDS:** The Town reserves the right to award multiple contracts for all of the specified item(s) or service(s) described by the invitation for proposal to more than a single responsive and responsible offeror. Multiple contracts may also be awarded to the lowest responsive and responsible offeror for each required good, service, or equipment, described by the invitation for proposal.
15. **ETHICS IN PUBLIC CONTRACTING:** The provisions contained in Sections 2.2-4367 – 2.2-4377 of the Virginia Public Procurement Act as set forth in the Code of Virginia(1950), as amended, shall be applicable to all contracts solicited or entered into by the Town of Blacksburg. A copy of these provisions may be obtained from the Purchasing Office upon written request.

By submitting their proposals, all Offerors certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other Offeror, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction of any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.
16. **APPLICABLE LAWS AND COURTS:** Any Town contract shall be governed in all respects by the laws of the Commonwealth of Virginia, and any litigation with respect thereto shall be brought in the courts of Montgomery County. The Contractor shall be responsible for compliance with all the laws of the Commonwealth of Virginia, all ordinances and

regulations of the Town of Blacksburg and such other standards, codes, and regulations having application to the goods or services provided.

17. **INTELLECTUAL PROPERTY:** The Offeror agrees to assign to the Town all worldwide right, title and interest in and to all works, including literary works, pictorial, graphic and sculptural works, architectural works, works of visual art and any other work that may be the subject matter of copyright protection; advertising and marketing concepts; models; drawings; for the Town pursuant to this Contract
18. **ADDENDA:** All addenda will be issued by the Town and posted on the Town's web site. All such addenda shall become a part of the solicitation documents, must be addressed in the proposal and shall become a Contract Document. The Town accepts no liability for late nor non-receipt of addenda.
19. **DEFAULT:** In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Town of Blacksburg, after due written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which the Town of Blacksburg may have.
20. **VALID CONTRACT:** In order for any contract document entered into with the Town of Blacksburg to be valid, it must be executed by an authorized person as defined in Chapter 2, Article V of the Code of the Town of Blacksburg, Virginia.
21. **DEBARMENT STATUS:** By submitting a Proposal or by the acceptance of a Town of Blacksburg Purchase Order, all firms certify that they are not currently debarred from doing business with or in the Commonwealth of Virginia, nor are they an agent of any person or entity that is currently debarred from doing business with or in the Commonwealth of Virginia.
22. **PAYMENT:** The Town's terms are Net 30 after receipt and acceptance of all material and/or services. In the contract, progress payments will be allowable after acceptance of any work performed to date.
23. **NONVISUAL ACCESS TO TECHNOLOGY:**
All information technology which, pursuant to this Agreement, is purchased or upgraded by or for the use of any State agency or institution or political subdivision of the Commonwealth (the "Technology") shall comply with the following nonvisual access standards from the date of purchase or upgrade until the expiration of this Agreement:
(i) effective, interactive control and use of the Technology shall be readily achievable by nonvisual means;
the Technology equipped for nonvisual access shall be compatible with information technology used by other individuals with whom any blind or visually impaired user of the Technology interacts;
non visual access technology shall be integrated into any networks used to share communications among employees, program participants or the public; and
the technology for nonvisual access shall have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network Services used by persons who are not blind or visually impaired.
- Compliance with the foregoing nonvisual access standards shall not be required if the head of the using agency, institution or political subdivision determines that (1) the Technology is not available with nonvisual access because the essential elements of the Technology are visual and (ii) nonvisual equivalence is not available.
24. **TECHNOLOGY IMPROVEMENTS**
The Town acknowledges the Contractor's right to enhance, but not to degrade, the attributes of any Service provided at any time under this Agreement. The Contractor will provide the Town with written notification of any know hardware, firmware, and software changes as well as any changes to procedures to be followed by the Town at least 30 days in advance of the Contractor's scheduled implementation of such changes, is such changes are of a type that may affect the features, functionality or method of operation or delivery of any Service offered under this agreement. Upon the Town's request, the Contractor shall promptly provide all documentation needed to evaluate the impact of such changes. There shall be no charge for the implementation of such changes, nor shall the cost of the Service be affected.
25. **DRUG FREE WORKPLACE:**
During the performance of this contract, if the contract is over \$10,000 the contractor agrees to (I) provide a drug free workplace for the contractor's employees; post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug free workplace and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000 so that the provisions will be binding upon each subcontractor or vendor.

26. **INDEMNIFICATION:** The Offeror shall indemnify, defend and hold harmless the Town of Blacksburg, Virginia, its officers, officials, agents, and employees from any claim, damages, injury, or death and action of any kind, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Offeror or any services of any kind or nature furnished by the Offeror in relation to this project. This undertaking shall not apply to damage, injury, or death suffered in the performance of a contract caused by or resulting solely from the negligence of the Town, its agents or employees attributable to the sole negligence of the Town, its agents or employees.
27. **ASSIGNMENT:** Neither party shall assign the contract without the prior written consent of the other party. The contract shall bind the successors and assigns of the parties. Any Town contract shall be deemed made in Montgomery County, Virginia.
28. **COOPERATIVE PROCUREMENT:** Other public bodies and agencies within the Commonwealth of Virginia may purchase from this solicitation if the successful offeror is in agreement.
29. **STATE CORPORATION COMMISSION LICENSING:** Corporations conducting business within the Commonwealth of Virginia must be incorporated in the Commonwealth of Virginia or present certification as issued by the VA State Corporation Commission.
30. **INSURANCE:** Whenever any work or services are provided, either in or on Town property the Bidder shall provide the Purchasing Agent with a Commonwealth of Virginia Certificate of Insurance prior to the commencement of any work under the contract and agrees to maintain such insurance until the completion of the contract. The minimum limits of liability shall be: Worker's Compensation – Standard Virginia Worker's Compensation Policy. Broad Form Comprehensive General Liability - \$1,000,000 Combined Single Limit. This coverage shall include a s appropriate as determined by Town, Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability; Automotive Liability - \$1,000,000 Combined Single Limit. These are minimum requirements only and may be increased if stated in the proposal package. Contractor shall notify Town at least 30 days prior to cancellation or non-renewal of this insurance
31. **TERMINATION BY OWNER FOR CONVENIENCE:**
Owner may terminate this Contract, in whole or in part, at any time without cause upon giving the Contractor written notice of such termination. Upon such termination, the Contractor shall immediately cease Work. Upon such termination, the Contractor shall take such steps as Owner may require to assign to the Owner the Contractor's interest in all Subcontracts and purchase orders designated by Owner. After all such steps have been taken to Owner's satisfaction, the Contractor shall receive as full compensation for termination and assignment the following:
- a. All amounts then otherwise due under the terms of this Contract,
 - b. Amounts due for Work performed in accordance with the Contract subsequent to the latest approved Certificate for Payment through the date of termination,
 - c. Reasonable compensation for the actual cost of demobilization (if any) incurred by the Contractor as a direct result of such termination. The Contractor shall not be entitled to any compensation or damages for lost profits or for any other type of contractual compensation or damages other than those provided by the preceding sentence. Upon payment of the foregoing, Owner shall have no further obligations to Contractor of any nature.

End of General Terms & Conditions

III. SPECIAL TERMS & CONDITIONS

1. LIQUIDATED DAMAGES:

Liquidated damages will not be assessed on this project.

2. PERFORMANCE AND PAYMENT SECURITY:

A performance bond will not be required for this project.

IV. PROJECT DESCRIPTION

1 Web Site Background

The Town of Blacksburg is seeking a creative, qualified, experienced and professional consultant or design firm to redesign the Town's current Internet web site. Our goal is to offer clear, user-centered navigation; present a unique and creative visual design; promote a greater understanding of the services and programs of local government; and promote the Town's image in the community and beyond.

The Town of Blacksburg launched this web site, www.blacksburg.gov, in 2000. The site, in its infancy, was easy to navigate and provided citizens and the general public with an easy way to communicate and to obtain information about the Town. However, as new information has been added and new technologies emerge, the site has become dated and users now have difficulty locating information on the Town's web site. The categories used to link users to information can be confusing to those not familiar with the structure of town government.

Currently, the web site is supported by one Web Administrator who creates web content by using a template which defines the color, heading, footer, text, and other page characteristics for a consistent design. We desire a web site design that is centrally managed yet can have content easily created and produced by a decentralized, non-technical user base.

The Internet has been and will continue to be an important communication and marketing tool for the Town, allowing services and information to be obtained easily, quickly, and cost-effectively.

2 Current Technology Environment

The Town's web environment requires any editors to have basic knowledge of HTML or use an FTP interface to post content. The Town's web site currently runs on a Red Hat Linux Enterprise operating system with PHP, MySQL and Apache 2 (LAMP). An in house test server mirrors the current site for publishing, editing and application testing. Because of the proven reliability of the LAMP system in general as well as the experience of the web team with this environment the town desires to keep its current LAMP infrastructure.

Current Internet applications (e-government) include or will include: utility billing payments, parking tickets, real estate taxes, streaming video, Blacksburg Alert System, At Your Request (CRM), parks and recreation class scheduling, interactive maps and GIS, downloadable forms, and web-based comment and survey forms. Most of these can be accessed from: www.blackburg.gov/egov.

3 Project Scope

3.1 The Town of Blacksburg is soliciting a vendor to provide complete web site design services. The major goals of this web site redesign are:

- 3.1.1 Improve site usage, navigation, and information retrieval
- 3.1.2 A quality Web Content Management Software solution to serve the Town of Blacksburg website <http://www.Blacksburg.gov>. The software should allow for non technical users to be able to enter and manage their own content as simply as possible. This would require that users both technical and non-technical be able to edit/create and delete their own

content without altering the coding or structural integrity of the system. Further – the town may desire an approval system for content publishing.

- 3.1.3 Improved technologies to serve information using graphical and informative methods – in a timely and easy manner
- 3.1.4 Be able to easily link to external sites that relate to the towns mission
- 3.1.5 Develop a fresh new look

3.2 The Content Management System (CMS) should be capable of providing at minimum the following:

- 3.2.1 Run under Linux/PHP/MySQL/Apache (LAMP)
- 3.2.2 Produce clean section 508 and ADA compliant web code
- 3.2.3 Scalable to support growth, incorporate new technologies such as blogs and podcasts, and website expansion over the next 5 years
- 3.2.4 Allow for integration of streaming video and other current online applications
- 3.2.5 Include a back up and restore feature (either included or available as an add-on)
- 3.2.6 Be open to future technologies not explicitly stated here
- 3.2.7 We desire to establish a web site that provides easy navigation for residents, visitors and businesses to retrieve information and services and transact business with the Town via the Internet. A new design should represent the Town of Blacksburg's vision, mission, and goals. To meet this goal, the Town wants to establish a design that uses color, photos, interactive technologies, and text to enhance communication via the web. This web design must also provide uniform interfaces to current Web applications.

3.3 The chosen vendor must demonstrate in their proposal understanding of the following elements, the ability to provide these services, and an approach to each.

- 3.3.1 Site Usability Testing and Debugging
Staff Training on the Content Management System
- 3.3.2 Development of policy and procedure manuals
- 3.3.3 Facilitation of internal and external input from Department Heads, staff, and citizens focus groups
- 3.3.4 Understanding and familiarization with Document Imaging systems and website integration
- 3.3.5 Complete a self-supporting navigation framework for the Town web site
- 3.3.6 The new site must be oriented to, and cater to, the needs of our customers. A similar look and feel throughout the site should be maintained and intuitive navigational aids

and links should be consistently used throughout the site. User-centered categories should be easily understandable. For example, categories could be divided into residents, businesses, government, and visitors. A common framework and standardized style will enable users to easily navigate the site regardless of their understanding of the departmental structure of the Town of Blacksburg.

- 3.3.7 The selected vendor will develop at least three separate design concepts for consideration. The Town site should be quick to download. The page should make it easy and convenient for visitors to the site to navigate, locate, evaluate and select information and services on the site. The web-enabled, graphical user interface created for the Town of Blacksburg web site must be based on and reflect the concept of service-based government. A search engine option should be incorporated into the design as an enhanced navigation tool.
- 3.3.8 Design template(s) for various subsequent and new pages
- 3.3.9 Depending on the selected concept, provide home page, navigation pages, and individual content pages that allow visitors to move freely and without unnecessary graphics or other items that impede or slow down accessing information. These templates should allow content and links to be easily updated, added, or replaced without disrupting the template.
- 3.3.10 Design Standards - Design standards will be incorporated into the web site. Design should be flexible and resolve properly for different screen resolutions. The vendor will create a guide that details standards for use of fonts, colors, templates, graphics and photos as well as suggestions for how to handle site growth. A digital copy of the guidebook is to be provided that can be edited by Town for distribution to other employees. The guidebook must be compatible with Town -owned software.
- 3.3.11 Graphics and Images - The vendor will create site-wide and custom graphics that help brand the site and identify individual sections of the site. This can be done with photos, color, and other techniques applicable to the web. All graphics should be provided in a master version (i.e., Photoshop, Illustrator, or other file) so that any future changes are easy to modify. All designed graphics should be built using existing and available Windows-based web fonts.

- 3.3.12 Collaboration - The selected entity will work closely with internal and external focus groups, the Town's Community Relations office, Information Technology Department, and the Town's Web Team to achieve the desired look and feel of a new site. The intended outcome of this collaboration will be a site that represents the mission and goals of the Town.
- 3.3.13 Ability to send and receive data from multiple web sites. The town maintains 6 web sites currently. We desire to use some or all of the new technologies to serve the following web sites:
- 3.3.13.1 www.blacksburg.gov
 - 3.3.13.2 www.btransit.org
 - 3.3.13.3 http://www.blacksburg.gov/comp_plan/
 - 3.3.13.4 <http://arcims2.webgis.net/blacksburg/default.asp>
 - 3.3.13.5 http://arcims2.webgis.net/Blacksburg_cem/default.asp
 - 3.3.13.6 Internal IIS Blacksburg Alert Server
 - 3.3.13.7 Additionally – we want to consider these web technologies for our internal corporate intranet.

4 Proposal Requirements

- 4.1 Introduction
- 4.2 Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work.
- 4.3 Personnel - Identify individuals and list qualifications of key personnel who would be assigned to this project. Detail experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person.
- 4.4 Company Experience - Provide company contact information, how long you have been in business, and what services you provide. Identify and briefly describe related work completed in the last three years. Describe only work related to the proposed effort and include any examples of similar local government projects. Include evidence of satisfactory and timely completion of similar work performed for past projects.
- 4.5 Creative Design - Showcase your company's creative design abilities related to graphic and web page design and information architecture. Clearly specify which services are provided in-house and which are outsourced. Provide at least five web site addresses (URLs) for sites that you have designed/developed that have the complexity of a government site: blend of information and online services, multiple departments providing content, a wide range of intended audiences.
- 4.6 Client References - Provide a minimum of five client references with which you have designed or redesigned web sites.

- 4.7 Copies: Please provide 5 hard copies and 1 electronic copy of your proposal. Please limit your response to twenty sheets (may be forty pages, front and back). In keeping with the Town's recycling policy, the use of binders is strongly discouraged.
- 4.8 Non-binding expectation of fees to include any administrative overhead and expenses.
- 4.9 A detailed time line for completion of the work.
- 4.10 A statement outlining the approach and methodology your company will utilize in working with the Town and to provide the product.

5 Evaluation Criteria

- 5.1 Overall proposal in general.
- 5.2 Experience of key personnel who will be assigned to our project.
- 5.3 Experience of the company in general as it relates to our project.
- 5.4 Previous work – Visual examples of web sites you have designed (this may be accomplished by referencing the actual web sites.)
- 5.5 References
- 5.6 Non binding expectation of fees.
- 5.7 Methodology and approach to our project.
- 5.8 Location of your company – only as it relates to service, responsiveness and problem solving.
- 5.9 Estimated timeline.